

# ONBOARD WITH ORBITZ

FALL 2010



## AMERICAN AIRLINES AND THE DEBATE OVER TRAVEL DISTRIBUTION

Before we dive into the Fall edition of On Board, I want to address the recent news regarding the status of Orbitz for Business' relationship with American Airlines.

Last week, Orbitz Worldwide received a notice from American Airlines terminating its authority to ticket American

Airlines flights on Orbitz.com and Orbitz for Business, effective December 1, 2010. While there is no immediate impact – your travelers will continue to have access to American Airlines flights through Orbitz for Business through November 30, 2010 – the notice of termination represents an aggressive approach by American to force travel agencies to establish a direct connection to its system in order to access fare content.

We believe strongly that the current GDS model is pro-competition, pro-consumer, and creates critical transparency that ensures travel agencies can offer their customers a comprehensive choice of airlines and their products. We also believe American's dispute is not with Orbitz alone, it is with the entire travel distribution industry, and by taking this action, American is attempting to limit travelers' choices when they can least afford it.

Orbitz Worldwide will continue its commercial negotiations with American Airlines during the 30-day notice period in an effort to address the underlying cause of the termination and hopefully avoid any disruption for your corporate travelers. We remain hopeful that we can work with American to resolve this issue and return our focus to serving our mutual customers. If you have any questions or concerns, please feel free to contact me directly at 312.894.4830 or [frank.petito@orbitz.com](mailto:frank.petito@orbitz.com).

On a brighter note, optimism was certainly on display at the latest 2010 NBTA Conference in August, as nearly 6,000 suppliers, vendors, travel agencies and buyers gathered for three days of keynotes, education sessions, a massive expo hall and schedules filled with on-site networking. The vibe was universally positive, and the show's overall theme was much more upbeat than a year ago. It was energizing to watch Sir Richard Branson take main stage to talk about his approach to long-term success. He was overwhelmingly positive – *reach out to an enemy and make them your friend* – as well as optimistic – *always strive to deliver the best products and experiences to your customers*. The fact that he donated his NBTA speaking fees to charity was a powerful statement in itself. And near and dear to our hearts, he talked about the fundamental importance of innovation in everything we do.

Innovation has and will continue to be at the forefront for Orbitz for Business. We understand our long-term growth relies on our ability to constantly help you improve your travel programs, increase the efficiency of your existing spend, and ensure you have the tools required to support your travelers. That is our commitment each and every day, and a recurring theme we've heard from you during our recent Customer Advisory Board (CAB) meeting and hotel focus group. There is no feedback more valuable than that from our customers, and if something is top of mind for you, please do not hesitate to reach out.

For our part, Orbitz for Business continues to invest in innovative products and services to support this evolution. We are building a pipeline of new offerings that enhance and extend your existing travel programs, including the just launched Traveler Limit and Traveler Locator tools that give you the ability to provide increased traveler security and ensure greater business continuity during unforeseen travel disruptions. This follows our IBM GERS and Triplt announcements at NBTA, the latter of which represented the first time we've integrated social media functionality into the Orbitz for Business user interface. Although many travel managers are still determining the exact role social media should play in corporate travel, there are no such doubts about mobile. It is clearly the next big game-changer, and you can expect exciting news from Orbitz for Business in this arena a little further down the road.

Best wishes for a fantastic finish to the year.

Frank Petito  
President, Orbitz for Business

## ONBOARD THIS ISSUE

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- ANCILLARY FEES
- INDUSTRY VIEWS AND NEWS

# ONBOARD WITH ORBITZ



## 2010 NBTA CONFERENCE HIGHLIGHTS

The NBTA International Conference and Expo has once again come and gone, but not before its trademark style and energy reverberated across nearly 6,000 on-site attendees in Houston. Equal parts education, networking and spectacle, the event welcomes a diverse array of suppliers, vendors and buyers from across the globe for three days to discuss the latest trends, products and services in business travel.

Orbitz for Business was once again a prime sponsor at the event, with our very own Frank Petito taking center stage to talk about the business travel landscape, and of course, introduce Sir Richard Branson, Virgin Group President, for his luncheon keynote.

In addition to our general session activities, you couldn't miss the Orbitz for Business air traffic experts providing live demonstrations of our customer care technology. Orbitz for Business also made two important announcements at the conference, unveiling a new partnership with trip management service provider Triplt and the adoption of IBM's Global Expense Reporting Solution (GERS).



### OTHER HIGHLIGHTS FROM THIS YEAR'S CONFERENCE:

- Heather Haley of David's Bridal, an Orbitz for Business customer, was invited to participate in a panel discussion entitled "Stop Mandating and Become Traveler Centric." The session focused on how travel managers can achieve compliance while making a positive impact on the individual traveler's experience and satisfaction. Joining Heather on the panel were representatives from Move, Inc. and MetLife.
- Orbitz for Business was a finalist in the first-ever *NBTA / Wall Street Journal Innovation Awards* for its patented customer care technology. Corporate travelers nominated services, products and ideas that help to make business trips easier and more productive.
- The NBTA also announced a change to its name and brand for 2011. The National Business Travel Association will become the Global Business Travel Association to reflect the growing international nature of managed travel. They also revealed their acquisition of former conference partner "The Masters Program" and the development of two new conferences slated for 2011.

**THAT'S A WRAP FOR THE 2010 SHOW. TUNE IN NEXT YEAR FOR DETAILS ON THE 2011 CONFERENCE IN DENVER.**

### ORBITZ FOR BUSINESS ADOPTS IBM'S GLOBAL EXPENSE REPORTING SOLUTION (GERS)

To meet the expense management and reporting needs of our more complex midmarket and enterprise customers, Orbitz for Business announced in August that it has adopted the IBM Global Expense Reporting Solution (GERS).

As part of the announcement, Orbitz for Business is now able to seamlessly integrate your travel reservation data into the IBM GERS database. The addition of IBM GERS further expands the Orbitz for Business portfolio of expense management tools, which also includes the ExpenseWire reporting system.

IBM GERS is a web-based solution that supports a diverse array of features and functionality, and supports multiple currencies, languages and corporate cards. Developed and used internally by IBM for decades, GERS offers a comprehensive business policy engine, integrated receipt imaging and scanning service, and a robust data analysis toolset designed to change and simplify the way employees report travel and other reimbursable expenses.

#### OTHER KEY FEATURES INCLUDE:

- One seamless tool with real-time visibility and analysis for booking and expense data
- Automated credit card expense and travel reservation matching
- Easy-to-use interface that helps accelerate online tool adoption and reduce costs
- Enhanced corporate travel policy control and compliance
- Global coverage supported by country-level travel policies and practices

The addition of IBM GERS comes at a time when many of our customer CFOs and corporate travel managers are looking for greater integration, automation and control in how they manage travel expenses.

**FOR MORE INFORMATION ON IBM GERS,  
PLEASE VISIT OUR ONLINE CUSTOMER  
CENTER OR CONTACT YOUR ADM.**

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## FOCUS GROUP EXAMINES HOTEL PROGRAM COMPONENTS

As part of our continuing efforts to improve your experience as an Orbitz for Business customer, we recently hosted an on-site focus group at our Chicago headquarters to solicit feedback on the features, functionality and breadth of our hotel offerings.

The goal of this full-day session was to foster an open forum to share your feedback on how we can create and maintain a well-managed, cost-effective hotel program with unmatched customer service. We enlisted the help of an independent, third-party moderator to conduct the focus group, and all attendee responses remained anonymous.

More than 30 Orbitz for Business customers participated in a series of classroom-style sessions to gather feedback in the following areas:

- Hotel Comparison: Retail vs. Low-Price Guarantee (LPG) Hotels
- Hotel Tools: Driving Better Compliance and Traveler Adoption
- Hotel Process Enhancements: In-Progress and Future Innovation

In addition to overall program features, we asked participants to rank the importance of the following attributes when selecting a hotel:

- Price
- Cancel Policy
- Location
- Loyalty Program
- Hotel Amenities
- Negotiated Rates or Preferred Markings
- Avoidance of Pre Payment



In tandem with the travel manager focus group, we conducted a second, online-only session geared towards soliciting insight and feedback from individual travelers and travel planners. The goal of the end user session was to generate feedback about how your individual travelers use the hotel search and booking tool, and where we can work to improve the user experience.

Feedback from both sessions has been outstanding, and we are now in the process of using this insight to validate, enhance and improve our existing features and processes, while identifying new areas of innovation.

**FOR MORE INFORMATION ON THE FOCUS GROUP OR TO FIND OUT HOW YOU CAN PARTICIPATE IN THE FUTURE, PLEASE CONTACT YOUR ADM.**

## AN EARLY HOLIDAY GIFT FOR OUR CUSTOMERS

Orbitz is pleased to extend a special hotel discount just in time for holiday travel.

For leisure hotel stays thru December 31, 2010, your travelers can **take an extra 5% off the already low rates** found on Orbitz.com. No minimum stay required simply select a hotel or package and enter the code **OFBHOTEL5** as indicated. [Click here](#) for directions on how to redeem your promo code.

### Terms & Conditions:

Book a qualifying hotel between October 20, 2010 and December 31, 2010 for 1 or more nights for travel between October 20, 2010 and December 31, 2010 via Orbitz and instantly receive 5% off your booking through the use of the promotion code. Limit one discount per hotel room and one promotion code per booking. Discount may not be used toward the booking of a vacation package. Discounts are not redeemable for cash for any reason. Any attempt at fraud will be prosecuted to the fullest extent of the law. Void where prohibited, taxed or restricted. Orbitz reserves the right to change or limit the promotion in its sole discretion.

# ONBOARD WITH ORBITZ



## ON BOARD WITH . . . HEATHER HALEY, DIRECTOR OF TRAVEL AND MEETING PLANNING, DAVID'S BRIDAL

We recently had a chance to sit down with Heather Haley, Director of Travel and Meeting Planning for David's Bridal. In addition to debriefing us on her first NBTA panel discussion, Heather talked about the trends impacting business travel, the rise of ancillary fees and what she values in a managed travel partner.

**OFB:** As a corporate travel manager, what value do you see in attending NBTA?

**HH:** I see plenty. First, it's a great forum to evaluate and compare solutions and suppliers. You can view options side by side all in one location. For several years, I would attend NBTA and evaluate online booking tools, card programs, or meet with hotel chains. I always find it very important to hear what direction the industry is heading in. As a travel manager, my time is often consumed by the challenges of my organization. It's easy to lose sight of some of the broader industry issues when you are so busy. By attending NBTA, I get up to speed quickly on important information that may directly impact my travel program. I also find it's a valuable opportunity to interact and network with my peers. To hear the challenges they are tackling and the solutions they have implemented, gives me a tremendous amount of insight that I can take back to David's Bridal.

**OFB:** What were some of the major themes of this year's show and how does that compare to what you're seeing in your travel program?

**HH:** Ancillary fees were a huge topic. I felt most travel managers were looking to address this issue and find possible solutions. The state of the airline industry also took center stage. The one topic that I focused on the most was the forecasted rise in hotel rates for 2011. All of these issues have a big impact

on our travel program. Our hotel RFP is underway and so far, I have not yet seen increases as high as what was forecasted at NBTA. There are still some increases we haven't seen in several years. With rising ancillary fees on the airline side and rising hotel rates, this puts pressure to drive value and savings in other areas of our travel program.

**OFB:** What was your impression of the Expo floor?

**HH:** I was impressed with the customer care center experience at the OFB booth, which included a live display that showed visitors how customer care alerts are generated and sent out. One of the main reasons I selected OFB as our corporate travel management partner was the efficiency of the customer care center and the timeliness of care alerts. I find care alert information extremely valuable for travelers. They always check when they get a care alert because they know it can save them time and aggravation. The customer care center experience at NBTA was beyond what I originally sold to our travelers about what OFB can do.

**OFB:** You actually presented during one of the educational sessions on-site entitled "Stop Mandating and Become Traveler Centric." How was that experience and what do you think the audience has taken away from this session?

**HH:** I felt honored to be asked to present. It was humbling to look back and realize I've been in this industry for a long time and that I'm actually in a position to present on the successes we've had with our program. These include the impressive results we've experienced after implementing

*(continued...)*

[emirates.com/usa](http://emirates.com/usa)

I like to be taken to the airport by a

Complimentary chauffeur.

Chatty cab driver.

Complimentary Chauffeur-drive. That's Business Class without compromise.

From the moment you walk out your door to the time you arrive at whatever incredible destination we're taking you to\*, you'll enjoy award-winning service unlike anything else in the sky. Or on the road, for that matter. Discover more at [emirates.com/usa](http://emirates.com/usa) or contact your travel professional.

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# ONBOARD WITH ORBITZ



## ON BOARD WITH . . . HEATHER HALEY, CONTINUED...

OFB in March of this year. I was also amazed by the responses I received from audience members during NBT. When I was in an elevator and travel managers stopped me to ask specifics about our program, I enjoyed giving suggestions for how they could accomplish similar successful results. As I stated before, the most rewarding part of the show was networking with my peers. Presenting this year brought even more opportunities to meet fellow travel managers.

**OFB:** How has the rise of ancillary fees impacted your travel program?

**HH:** It's been a challenge to find the right way to address ancillary fees for our travelers. Right now, we've been fairly general and flexible in addressing "policy" but it's a constant task. We just came out of our 2011 budgeting process and ancillary fees were heavily involved, which further complicates an already complicated process.

**OFB:** Where do you see this trend headed?

**HH:** I don't see ancillary fees ending, I see them continuing. I understand the revenue stream justification by the airlines but there's no doubt all these new ancillary fees make reporting difficult for travel managers. It sounds like some technology solutions are arriving soon to help sort out these fee woes especially expense reporting. As for policy, I try to focus on the trip and encourage my travelers to make smart decisions without being overly restrictive with them. Ideally, I'm hoping for a way to capture all spending on fees, which is hard for anyone to get 100% accuracy on right now. A fellow travel manager called the trend towards more and more ancillary fees "job security" because companies, especially executives, need guidance on these fees. They need practical solutions from their travel managers on how to address this growing trend.

**OFB:** Name one best practice that you can share with other travel managers to improve their managed travel programs?

**HH:** Years ago, when I first joined David's Bridal, I thought I knew all of the travel industry's best practices. I felt that by implementing these best practices, I would be a successful travel manager. That's not how things turned out. I discovered that best practices are not so general. They are what works "best" for YOUR company and YOUR travelers to yield the results YOU desire. I discovered that I'd better really listen to what my travelers were saying. I needed to figure out what challenges they were facing and try to fix these for them. I found that if I take the time to listen to our travelers and explain our program to them, I see compliance. In the end, it takes both the travelers and the travel department to make our program successful. We can't rely on feedback from the travel department alone. For example, if one of my travelers had a bad experience at a hotel within our program, I would present options for other hotels also within our program and carefully explain why staying at these properties was important rather than letting them simply pick a different hotel.

After implementing OFB, we surveyed our travelers. Most enjoyed OFB but a few didn't. I discovered that those who didn't also complained about the training that was offered. After digging around a bit I found out the majority of those who complained didn't attend a training session so I offered an additional training opportunity. After attending an extra session, participants universally responded that they were satisfied with OFB. ■

## WEBINAR SERIES

### WEBINAR HIGHLIGHTS: TRENDS, TIPS AND TECHNOLOGIES FOR MANAGING TRAVELERS IN A CHANGING WORKPLACE

PhoCusWright's Susan Steinbrink began the webinar by highlighting a key changing dynamic in business travel. Prior to the advent of concepts like 'traveler centricity,' Susan noted that many corporate travel programs sought to employ tools and functionality to mandate or limit traveler behavior. Today the pendulum has swung in the opposite direction, with traveler behavior wielding more influence over the design concepts of managed travel programs. She stated that we are moving from "build it and they'll come" to "build it where they are."

TriplIt's Gregg Brockway took a deeper dive into the basic tenets of traveler centricity and why data overload and 24/7 accessibility is a challenge that travel companies need to overcome to truly engage on the traveler's terms. Gregg further commented on the evolution of online travel, beginning with the "one-way web," advancing through the "two-way web," and ultimately to what he coined the "bot web," where the computer-driven smart services of today can more readily deliver personalized and relevant results to individual travelers.

Finally, Anne Marie Razza from Orbitz for Business talked about how corporate travel managers can start integrating traveler-centric tools and services into their managed travel programs without sacrificing strong compliance policies and controls. She further outlined how social tools like TriplIt can be used to improve both the pre and post-trip experience for business travelers.

To view the **Trends, Tips and Technologies for Managing Travelers in a Changing Workplace** webinar, visit: [http://www.orbitzforbusiness.com/webevents/30min\\_solutions/](http://www.orbitzforbusiness.com/webevents/30min_solutions/)

**AND BE SURE TO MARK YOUR  
CALENDARS FOR OUR NEXT  
WEBINAR ON NOVEMBER 15TH!**

# ONBOARD WITH ORBITZ



## NEW TRAVELER SECURITY TOOLS AND ENHANCEMENTS

This month, Orbitz for Business unveiled new tools that give travel managers and senior business leaders the ability to control travel bookings to mitigate business exposure, ensure business continuity and improve security for their employees.

### TRAVELER LIMIT NOW LIVE

With Traveler Limit, travel administrators can now restrict the number of employees or company officials that book on any single flight. These limits can be set by individual groups or company-wide policy. Once established, travelers will be notified when a group or company limit is exceeded in their search results, and will not be able to book that flight. Travel managers have the ability to set exceptions to override the policy for individual travelers. A future enhancement in search by price will replace the *Choose this departure* or *Choose this return* link with the *Exceeds Traveler Limit* graphic on flights having reached the Traveler Limit policy action.

The tool automatically reviews codeshare flights against compliance policies to ensure all flights are treated the same, regardless of the operating or marketing airline. Previously, travel managers were forced to manually identify at-risk flights, often incurring change or cancel fees, in order to mitigate their company's financial exposure.

### TRAVELER LOCATOR ENHANCEMENTS

Our team recently completed a full redesign of the Traveler Locator tool, which enables travel managers to quickly search for, identify and communicate with travelers impacted by unforeseen travel disruptions, e.g. natural disasters, labor strikes, and civil or political unrest.

The key enhancements include:

- Far greater ability to quickly and easily search for, identify and communicate with travelers impacted by geographic, economic, political or other unforeseen travel disruptions. Once a traveler is located, travel managers and approved arrangers can send either an individual or mass e-mail to impacted travelers via Orbitz for Business.
- Expanded search options to include traveler name, arranger, flight, destination, record locator, email address and many other filters.
- New travel manager control and compliance enhancements including more detailed reservation tracking.

Traveler Limit and Traveler Locator are now available for all Orbitz for Business customers.

**FOR MORE INFORMATION ON TRAVELER LIMIT OR TRAVELER LOCATOR, PLEASE VISIT OUR ONLINE CUSTOMER CENTER OR CONTACT YOUR ADM.**

Lowest price | Departure time | Shortest flight | Airport codes

Showing American Airlines (37 flights out of 234 total) for Jane Jones [See all 234 flights](#)

Find more flights for American Airlines **Traveler Limit not exceeded**

Select **\$202** - \$22 taxes & fees = \$224 per person [Low fare promise. Buy with confidence!](#)

★★★ Company Preferred  In Policy

Leave	Wed, Dec 8	American Airlines 398	Chicago, IL (ORD)	New York, NY (LGA)	Choose this departure
	Depart 6:10am				
	Arrive 9:10am				
	Non-stop	Economy   2hr 0min   Boeing Douglas MD-83	<a href="#">View</a>		
			<a href="#">Seats</a>		
Return	Fri, Dec 10	American Airlines 301	New York, NY (LGA)	Chicago, IL (ORD)	Choose this return
	Depart 6:10am				
	Arrive 7:50am				
	Non-stop	Economy   2hr 40min   Boeing Douglas MD-83	<a href="#">View</a>		
			<a href="#">Seats</a>		

Lowest price | Departure time | Shortest flight | Airport codes

Showing American Airlines (22 flights out of 234 total) for Jane Jones [See all 234 flights](#)

Find more flights for American Airlines **Traveler Limit prevents booking**

Restricted by policy **\$202** - \$22 taxes & fees = \$224 per person [Low fare promise. Buy with confidence!](#)

★★★ Company Preferred  Exceeds Traveler Limit **new Traveler Limit graphic**

Leave	Wed, Dec 8	American Airlines 398	Chicago, IL (ORD)	New York, NY (LGA)	Choose this departure
	Depart 6:10am				
	Arrive 9:10am				
	Non-stop	Economy   2hr 0min   Boeing Douglas MD-83	<a href="#">View</a>		
			<a href="#">Seats</a>		
Return	Fri, Dec 10	American Airlines 301	New York, NY (LGA)	Chicago, IL (ORD)	Choose this return
	Depart 6:10am				
	Arrive 7:50am				
	Non-stop	Economy   2hr 40min   Boeing Douglas MD-83	<a href="#">View</a>		
			<a href="#">Seats</a>		

## NEW TRIPIT PARTNERSHIP DELIVERS SOCIAL TOOLS TO BUSINESS TRAVELERS

At the 2010 NBTA Conference in Houston, Orbitz for Business announced a strategic partnership with trip management service TripIt ([www.tripit.com](http://www.tripit.com)). Available immediately to Orbitz for Business customers, TripIt helps road warriors share travel itineraries with colleagues and clients in their social and professional networks, and provides innovative travel tools that improve the overall travel experience.

Under the agreement, travelers have the option to synchronize their Orbitz for Business bookings with TripIt's trip management platform with a simple click within the familiar Orbitz for Business interface.

Through this collaboration, Orbitz for Business customers will now benefit from a variety of essential travel tools, including:

- Comprehensive travel itineraries, including integrated maps, directions, weather, seating advice, online check-in, calendar synchronization, and more;
- Mobile access to itineraries through TripIt's iPhone, Android, Blackberry and other mobile applications;
- Social tools that facilitate itinerary sharing and collaboration with colleagues and clients, plus notifications that identify additional networking opportunities while traveling;
- Private company groups where Orbitz for Business clients have the option to see where and when other employees at their company are traveling, making it easy to schedule meetings and to maximize the value of time spent out on the road;
- Preferred access to TripIt Pro, TripIt's premium service.

While the role of social media in business travel continues to evolve, the TripIt service is designed to enhance the post-booking experience for your individual travelers. Travel managers will continue to have the flexibility to determine whether or not this service fits within their managed travel strategy.

**FOR MORE INFORMATION, PLEASE VISIT OUR ONLINE CUSTOMER CENTER OR CONTACT YOUR ADM.**

# ONBOARD WITH ORBITZ



## THE RISE OF ANCILLARY FEES

The second quarter of 2010 saw eight of the nine major domestic airlines post near-record profits and operating income. Delta, the world's largest carrier, enjoyed its best results in a decade. United saw their strongest result since 2007<sup>1</sup>. And Southwest scored its second best quarterly results in nearly 40 years<sup>1</sup>.

It's no surprise then that the International Air Transport Association recently updated its 2010 profit forecast in September to the tune of \$8.9 billion, more than three times the group's estimate in June of this year, and a vast departure from a projected loss of \$2.8 billion in March<sup>2</sup>. While a portion of that growth is attributable to capacity restraints and the business travel rebound, the lion's share stems from the unbundling of ancillary fees. Needless to say, this issue is top of mind for all corporate travel managers responsible for an air program.

Unbundled fees allow airlines to offer a base fare while selling ancillary services like boarding priority or additional leg room for an a la carte charge. In concept, these fees allow passengers to further customize each travel experience based on individual preferences beyond the seat reservation itself. While the list continues to grow, most airlines currently offer one or more of the following:

- Baggage check
- More leg room
- Security line and boarding priority
- Priority standby
- Food and drink

Although opinions vary on the incremental value to business travelers, a larger debate is happening across the corporate travel management community. With the

proliferation of ancillary fees, and lack of a standard mechanism to track, compare and manage those fees, travel managers are struggling to evolve their compliance and expense management policies to keep pace.

This is one of the hot button issues in the industry today, and has gained national attention among consumer protection groups, as well as travel industry advocates such as the American Society of Travel Agents (ASTA). In fact, a congressional committee met in July to investigate issues related to the identification, tracking and management of ancillary fees, including requests for full disclosure and transparency.

At Orbitz for Business, we continue to be committed advocates for our airline partners, corporate travel managers and their individual business travelers, even as this issue grows in complexity. As we continue to monitor this situation, we want to hear from you. What is your view on ancillary fees? What tools do you need to help build airtight compliance and policy controls? You can let us know by sending an email to your ADM today.

<sup>1</sup> Airline Quarterly Financial Results

<sup>2</sup> International Air Transport Association Public Data

## SECURE FLIGHT PROGRAM UPDATE

Recently, there have been updates to the Transportation Security Administration (TSA)'s Secure Flight program. Different airlines have mandated different dates to require Secure Flight information. To avoid confusion when booking and to avoid unnecessary delays at check-in, all OFB air reservations now require your name (as it appears on government-issued ID), date of birth and gender.

If you haven't entered Secure Flight information on flights you have booked, you can now do so in My Trips. There is a new link that allows you to change or enter this information for each of your air bookings. This information is required 72 hours prior to departure.

**PLEASE CONTACT YOUR ADM WITH ANY QUESTIONS OR CONCERNS REGARDING THE SECURE FLIGHT PROGRAM.**

# ONBOARD WITH ORBITZ



## INDUSTRY NEWS AND VIEWS

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### **Southwest Agrees to Buy AirTran**

Reinforcing its opportunistic approach to growth, Southwest Airlines agreed to acquire AirTran Airways parent AirTran Holdings. The \$1.4 billion deal already has been approved by both companies' boards, and now is subject to regulatory approval and other closing conditions, including a review by AirTran's shareholders. AirTran would become a wholly owned Southwest subsidiary, with AirTran's branding and many policies and product attributes falling by the wayside. Southwest CEO Gary Kelly described the AirTran deal as the "most ambitious" acquisition attempted in the company's history.

For the rest of the story, fly over to [Management.travel](#), [click here](#)

### **Airlines, GDSs, Agencies Approach Secure Flight Deadline**

As the Nov. 1 deadline for industry compliance to TSA's Secure Flight requirements approaches, there is progress but also some finger-pointing between airlines, global distribution systems and travel agencies regarding readiness to accommodate federal government mandates. Facing steep fines, airlines have taken steps to ensure ticketed passengers provide the necessary information. Since industry implementation began after the Transportation Security Administration published the final rule in December 2008, travel agencies and GDS operators also have adapted their systems and processes to handle Secure Flight requirements. For travelers, that means providing at the time of booking or within 72 hours of departure their full name as it appears on government-issued identification, date of birth, gender and U.S. Department of Homeland Security redress number, if applicable. Otherwise, their tickets may be canceled or boarding passes withheld.

For more on this issue, hit [Management.travel](#), [click here](#)

### **Marriott to Negotiate on Strength of Corporate Travel Bounce Back**

Corporate demand at Marriott International hotels rebounded by 27 percent year over year during the third quarter, which Marriott executives said would give them leverage to boost 2011 corporate rates. For the quarter, overall rates in North America were up 1.7 percent year over year, and rates in Marriott's full-service and luxury properties increased by 2.6 percent. Globally, rates were up 1.8 percent. As such, revenue per available room was up by 8.2 percent globally and by 7.2 percent in North America. With the boost in business travel, Marriott cut back on discounting and pushed its corporate earnings up by 9 percent in North America during the quarter, according to Marriott chairman and CEO J.W. Marriott Jr. In 2011, Marriott expects overall corporate rates to be up in the high single digits. Part of that will come from new, higher-paying corporate business, but the company also is pushing for increases in current negotiations.

Need to know more? Find it at [Business Travel News](#), [click here](#)

## COMMENTS AND QUESTIONS



Do you have a question or comment for our corporate travel solutions team? Anything about products, services, plans for the future? Is there anything you'd like to see more of in the next edition?

Please send your questions and comments to [onboard@orbitz.com](mailto:onboard@orbitz.com). We will respond promptly and work to incorporate as many comments as possible in next quarter's newsletter. While we want this newsletter to keep you informed, we also would like it to be an effective forum for the sharing of ideas. And in the end, it should also be about you, our valued customers.

**WE LOOK FORWARD TO  
YOUR FEEDBACK!**